

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Pointe Precision LLC

Wisconsin Manufacturing Extension Partnership

Planning Pays Off For Point

Client Profile:

Pointe Precision is a Stevens Point based machining company with 145 employees.

Situation:

Joe Kinsella, president of Point Precision, saw the need for strategic planning in his business and turned to WMEP for help.

Solution:

WMEP helped Joe to create a strategic plan that included a goal to become a world-class manufacturer. To that end, the company has implemented manufacturing cells, value stream mapping and 5S visual workplace techniques. Other goals that came from the plan included an increase in market share, reduced turnover and an increase in new customers.

Results:

Joe Kinsella, president of Pointe Precision says the company's investment in strategic planning is paying big dividends. Goals the company has already achieved are a 10 percent increase in market share, reduced turnover (from 22 to 6 percent) and a 19 percent increase in new customers.

Testimonial:

"Too many owners are so busy putting out daily fires they don't have the time to sit down and organize a strategic plan," Kinsella says. A good plan is essential because it communicates the company's vision to everyone in the organization. "All too often people get involved with their own portion of the business and don't see the big picture," he said.

Joe Kinsella, President